WHAT WE CLAIM IS:

1. A broadcast programming receiver comprising:

a microphone for capturing a speech segment from a user of the receiver and generating an analog signal representative of the speech segment;

a converter for converting the analog signal into a digital signal representative of the speech segment;

a processor for interpreting the digital signal and determining whether the speech segment comprises a voice command;

a tuner for tuning in to a channel associated with the voice command; and

an output device for reproducing programming broadcast on the channel.

2. The receiver of claim 1, further comprising a memory in communication with the processor, wherein the memory comprises an association of the voice command and the channel.

3. The receiver of claim 1, wherein the voice command is exclusively associated with the channel.

4. The receiver of claim 1, wherein the channel is associated with the voice command and at least one other voice command.

5. The receiver of claim 1, wherein the voice command comprises one or more words.

6. The receiver of claim 1, wherein the voice command comprises a voice of the user.

7. The receiver of claim 1, wherein the voice command is associated with a genre comprising the channel.

8. The receiver of claim 7, wherein the genre comprises a plurality of channels, and wherein the tuner tunes in to a first channel of the genre for a duration before tuning in to a second channel of the genre.

9. The receiver of claim 8, wherein the duration is between about one second and about 30 seconds.

10. The receiver of claim 1, wherein the receiver is one of a radio, a television, and a video cassette player.

11. A method for operating a broadcast programming receiver

comprising the steps of:

associating a plurality of voice commands with a plurality of channels;

storing a result of the associating step in a memory of the receiver;

capturing a speech segment from a user using a microphone of the receiver;

determining whether the speech segment matches one of the plurality of voice commands using a processor of the receiver; and

tuning in to one or more of the plurality of channels that are associated with the speech segment using a tuner of the receiver.

12. The method of claim 11, wherein a voice command of the plurality of voice commands is exclusively associated with one channel of the plurality of channels.

13. The method of claim 11, wherein a channel of the plurality of channels is associated with two or more voice commands of the plurality of voice commands.

14. The method of claim 11, wherein a voice command of the plurality of voice command comprises one or more words.

15. The method of claim 11, wherein a voice command of the plurality of voice commands is associated with a genre comprising one or more channels of the plurality of channels.

16. The method of claim 15, further comprising the step of tuning in to each of the one or more channels associated with the genre for a duration.

17. The method of claim 16, wherein the duration is between about one second and about 30 seconds.

18. The method of claim 15, further comprising the step of capturing a second speech segment from the user.

19. The method of claim 18, further comprising the step of tuning in to a specific channel associated with the genre if the second speech segment is recognized by the processor as a voice command of the plurality of voice commands.

20. The method of claim 11, wherein the receiver is one of a radio, a television, and a video cassette player.

21. A method for operating a broadcast programming receiver

comprising the steps of:

associating a plurality of voice commands with a plurality of channels, wherein the plurality of the voice commands are created using a voice of a user;

storing a result of the associating step in a memory of the receiver;

capturing a speech segment using a microphone of the receiver;

determining whether the speech segment matches one of the plurality of voice commands; and

tuning in to one or more of the plurality of channels that are associated with the speech segment using a tuner of the receiver if the speech segment matches one of the plurality of voice commands.

22. The method of claim 21, wherein a voice command of the plurality of voice commands is exclusively associated with one channel of the plurality of channels.

23. The method of claim 21, wherein a voice command of the plurality of voice commands is associated with a genre comprising one or more channels of the plurality of channels.

24. The method of claim 23, further comprising the step of tuning in to each of the one or more channels associated with the genre for

a duration.

25. The method of claim 21, further comprising the step of capturing a second speech segment using the microphone and the step of turning in to a different channel of the plurality of channels if the second speech segment is determined by the processor to be a voice command of the plurality of voice commands.

26. A method for operating a broadcast programming receiver comprising the steps of:

receiving a first speech segment using a microphone of the receiver;

checking whether the first speech segment matches at least one triggering word stored in a memory of the receiver;

capturing a second speech segment using the microphone if the first speech segment matches the at least one triggering word;

determining whether the second speech segment matches one of a plurality of voice commands stored in the memory; and

tuning in to one or more of a plurality of channels that are associated with the second speech segment using a tuner of the receiver if the second speech segment matches one of the plurality of voice commands.

27. The method of claim 26, further comprising the step of returning to the receiving step if the second speech segment does not match one of a plurality of voice commands stored in the memory during the determining step.

28. The method of claim 27, wherein the capturing step and the determining step repeat for a duration before the returning step is executed.

29. The method of claim 28, wherein the duration is between about one second and about ten seconds.

30. The method of claim 26, further comprising the step of returning to the receiving step after the tuning step.